Hands On®

January / February 2006

issue no. 1

The Newsletter of the American Massage Therapy Association®

Consumers Say They Look for AMTA Members

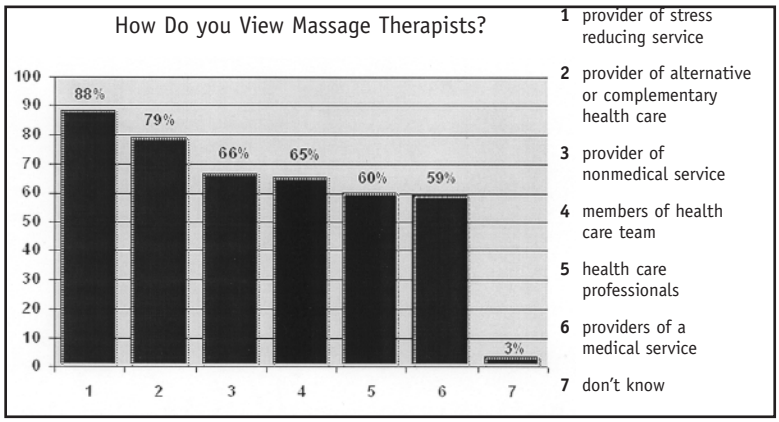
Respondents See Many Roles for Massage Therapy

It's clear from AMTA's annual consumer survey that most American adults see the value of massage therapy. With 90 percent of respondents believing massage therapy can be beneficial, consumers understand the legitimacy of massage therapy and its role in their overall health and well-being, even those who do not get massage on a regular basis.

Some Key Findings

Here's some great information that can help you and your practice. Use it to help guide your advertising efforts and give you a better overall sense of what consumers want and how to market to them.

- The majority of respondents view massage therapists as stress relievers, complementary and alternative therapy providers, providers of a nonmedical service, members of health care teams and health care professionals (see graph for complete percentage breakdown).
- Two-thirds of the polled consumers said the No. 1 factor that contributed to their choice of massage therapist was location. The top three places where consumers would prefer to receive a massage were at home or the home of someone they know, followed by a spa or the massage therapist's office.
- Forty percent of those surveyed said they would not return to the massage therapist from whom they received their last massage because the location was not convenient.
- Referrals are key with consumers. More than half stated that a recommendation or referral from someone else contributed to the choice of their last massage therapist. Seventy-three percent of consumers said they have recommended or would recommend massage to a relative or someone they know.
- Seventy percent of respondents said there are many benefits that would motivate them to get a massage, and 69 percent said they would be more inclined to try massage therapy if it were offered in conjunction with other health care treatments.
- Thirty-eight percent of those who received a massage in the past five years consider massage therapy to be a regular part of their lives, and 80 percent said they would like it to be.



- The average number of times a person expects to get a massage from a massage therapist in the next 12 months is seven.

The Value of AMTA Membership

AMTA continues to be a leader in name recognition with consumers. Twice as many people said they had looked or would look for an AMTA member over a member of any other massage organization.

Every year, AMTA conducts a consumer survey to gather information on public perception and usage of massage therapy. The information is gathered to help AMTA members gain insight into the habits and opinions of consumers and to better understand what motivates them.

Hands On
The Newsletter of the American Massage Therapy Association
January / February 2006
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Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

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PRESIDENT'S LETTER

The Challenge of Leadership

The very essence of leadership is that you have to have vision. You can't blow an uncertain trumpet.

~ Theodore M. Hesburgh

As I have traveled through my leadership journey, I would have never imagined it would include so many challenges. When a challenge appears, I first ask myself, "What is the best solution for the good of all?" I ask myself this because, in my role as president, it is the right thing to do. Once I come up with what I feel in my heart to be the right thing, I put it out there for public display. That's what AMTA does when our Board of Directors reviews what is happening in the profession and expresses AMTA's point of view publicly. We open ourselves up in the most vulnerable of ways to criticism, but also gratitude and praise for a job well done. That is what leadership is about.

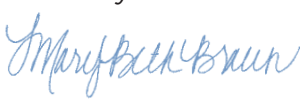
We all have opinions, about what should be done in any situation; however, the challenge of leadership is to subjugate those opinions for the good of the whole. That is AMTA's approach and something we strive to achieve.

I've found one of the unique challenges of leadership is to let go of the need to be right and embrace the challenge of doing the right thing. To let go of anything takes enormous strength, courage and discipline. To do the right thing requires fortitude to stay the course against all obstacles and perceptions otherwise.

The flip side of this path is to empower your leaders with trust—trust that you chose the right people at the right time to carry out those right things, and trust that they have the best information to do so.

I love massage and have a great passion to promote the success of massage therapists and the massage therapy profession. I realize I cannot do this alone, which is why I chose to serve and support our unique AMTA community. I want to encourage all of you to be involved in AMTA and support your passion for massage.

Make Today Your Best!



Mary Beth Braun
AMTA President

Voice your Opinions on Proposed Bylaw Changes

The AMTA Board of Directors will consider changes to bylaws at its March 2006 meeting. Members are encouraged to comment on the proposed bylaws and changes through the AMTA website. Proposed changes would affect the AMTA National Board members vacancy and succession and their eligibility to also serve as a member of the House of Delegates for their chapters. Go to www.amtamassage.org/member/0905bylawnote.html to read the details of the proposed changes and to offer your comments

AMTA Gives You Business Development Ideas in the New Professional Development Center

Need advice on topics such as start-up expenses for your practice, basic financial management or choosing whether to be an employee or an independent contractor? AMTA recently launched the new Professional Development Center for members on the website. The Professional Development Center is your online information source for keeping in touch with career growth and business development skills every day of the year.

This new online tool provides nearly 60 lessons for you to choose from. These lessons range in content from setting long-term goals and handling your taxes as a massage therapist to whether or not opening a home office is suited for you. New lessons will be added periodically, so be sure to visit often.

Lessons are categorized for you to easily locate which topics you're interested in.

There are five main categories: The Massage Therapy & Bodywork Profession, Launching Your Career, Managing Your Practice, Marketing Your Practice and the Client Connection. Once you click on the subcategory, a pop-up window will appear. From there, choose which lesson you'd like to view.

You can find the Professional Development Center in three locations on the AMTA website:

- The Massage Information Center, which can be accessed from the home page: www.amtamassage.org/infocenter/home.html.
- The Marketing Center in the Members Section. Once on the page, scroll down to Business Tips to Start Up & Grow Your Practice: www.amtamassage.org/member/marketing.html.
- The Information Resources page in the Members Section. Once on the page, scroll down to Business & Career Development: www.amtamassage.org/member/info_resources.html.

No matter how much education or practical experience you have, there are always new questions and challenges that arise as your career progresses. Find the answers you need in the AMTA Professional Development Center.

2006-2007 Election Results are Official

The results of last fall's elections are now official—Leena S. Guptha, DO, (PA) has been elected to the position of AMTA's president-elect. She will serve in that position from March 1, 2006 until March 1, 2007, when she will assume the position of national president. MK Brennan (NC) was re-elected as vice president and William J. Greenberg (CT) was elected as vice president. Both Brennan and Greenberg will serve a two-year term beginning March 1, 2006.

Kathie Lea (LA) and Glenath Moyle (OR) were reelected as members-at-large. Paul V. Berry Jr. (GA) and Cheryl L. Tardy (ME) were also elected as members-at-large. All will serve two-year terms beginning March 1, 2006.

William (Lou) Castleman (TX), Kathleen Crewdson (CT), Kerry L. Methot (CT) and Todd Simmons (MI) were elected to the 2006 Commission on Candidacy and will coordinate the candidate search for the 2006 election.

A total of 4,066 valid ballots were received for the officer and national board election—11.2 percent of AMTA's Professional members, which is a percentage slightly higher than the percentage of members who vote in other professional association elections.

Volunteer for Your National Board

AMTA is looking for members to volunteer to run for election to the National Board of Directors to serve March 1, 2007 to February 28, 2008. To learn more about the roles and responsibilities and to request a candidate application packet, contact Gail Friedman at gfriedman@amtamassage.org. Or, you can request information by writing to:

2006 Commission on Candidacy
AMTA
500 Davis St., Suite 900
Evanston, Illinois 60201-4695

fingerprints

Montana Chapter Hosts "Bridging Hands Conference"

During a board retreat last February, Montana's Government Relations Chair, Rachel Romanelli (MT), proposed a chapter fundraising idea — a gourmet dinner and silent auction for massage therapists and prominent individuals from other integrative health care fields. In total, $1,136 was raised at the event.

The Bridging Hands Conference took place in October. Massage therapists and body workers from across the state came to participate, learn and enjoy the evening.

AMTA President Mary Beth Braun (IN) was the keynote speaker and encouraged members to move forward in their endeavors. She emphasized the need for getting involved in research and educating others about the benefits of massage therapy. Randale Sechrest, MD, and Ian Nesbitt, (ND), spoke about how massage therapy can be integrated into the traditional healthcare framework.

The evening was festive and ended with attendees feeling encouraged that massage therapists play an integral role in the health care community and motivated to continue building bridges with others in related professions.

From l-r: Bill Walsh, guitarist; Randale Sechrest, MD, keynote speaker; Linda Lemire, chapter president; Mary Beth Braun, national president and keynote speaker; Rachel Romanelli, C\chapter 3rd vice president/government relations chair; Ian Nesbitt, ND, guest speaker, were all smiles at the "Bridging Hands" conference.

AMTA School Sponsors "Massage Aid for Hurricane Katrina Relief"

In September, the Wisconsin Institute of Natural Wellness and the Massage Wellness Center sponsored an event to raise funds for victims of Hurricane Katrina. Massage Aid for Hurricane Katrina Relief was a joint effort of 19 massage therapists in southeastern Wisconsin who donated their time and energy to provide one-hour massages to the public. More than 40 people received massages.

"It was wonderfully successful," says Anne Frontier (WI), director of the Wisconsin Institute of Natural Wellness. "In one day, we raised more than $4,200 for the American Red Cross for Hurricane Katrina Relief."

Others who helped make the event successful included Aramark Uniform Services, who provided linens; The Wellness Store, who provided massage oil; participating therapists themselves, who provided water; and even a client, who donated throws as gifts.

Hands On wants to hear from you!

Have you recently won an award in recognition for your massage therapy work? Are you spreading the word about massage in your community? Have you achieved an extraordinary feat that you'd like to share with other members? Then contact the editors of *Hands On*! We might use your story in an upcoming "Fingerprints" section. Just e-mail a brief description or press release and a photo (in high resolution) that can accompany the article to Valerie Danner at vdanner@amtamassage.org. You can also mail them to:

AMTA
Valerie Danner
500 Davis St., Suite 900
Evanston, IL 60201.

Questions? Call Valerie at 877-905-2700, ext. 176.

Members Gather in Albuquerque for National Convention for Continuing Education, Networking and Fun!

The 2005 AMTA National Convention in Albuquerque, New Mexico, broke another attendance record. An estimated 1,074 convention-goers gathered to enhance their professional excellence with first-class continuing education (CE) courses, while networking and mingling with their peers. This was the highest attendance ever for the AMTA convention.

AMTA President, Mary Beth Braun (IN) welcomed members to 25 educational sessions ranging from massage techniques to information on issues facing massage therapists, the annual business meeting and the awards ceremony.

Keynote speaker Brian Tracy engaged the audience as he spoke of "Massage Therapy in the 21st Century" and ways to increase your business and income by keeping your self-esteem high. "How important you feel largely determines your quality of life," Tracy said in his speech.

When not earning CE contact hours, attendees walked the floors of the Exhibit Marketplace, where 102 industry exhibitors showcased their newest products. Three lucky members—Sheila Batheja (OH), Maureen Hoock (MO) and Berniece Voss (IN)—won all-expense paid trips to next year's convention in Atlanta, just by stopping at the AMTA booth and entering a raffle.

The weekend closed with the dinner dance festivities. The official banner was passed from the New Mexico Chapter to the Georgia Chapter, which will host 005's convention in Atlanta. For more photos from the 2005 convention, visit www.amtamassage.org.

2005 National Award Recipients

Maine Chapter
National Outstanding Sports Massage Team

Georgia Chapter
National Government Relations Committee

Hawaii Chapter
National Chapter Growth Award

Texas Chapter
National Best Chapter Web Site Award

Cyndi S. Fine (Wisconsin)
National Sports Massage Achiever

Chapter Relations
National Outstanding Committee

Chris Voltarel (Chapter Relations)
National Outstanding Committee Chair

Cynthia M. Ribeiro (California)
National President's Award

Robert A. Doyle (Georgia)
National Meritorious Award

Jane Horton Johnson (Georgia)
National Government Relations Activist Award

Marv Kwiecinski (Indiana)
National Humanitarian Award

Susan S. Ring (New Jersey)
National Outstanding Newsletter Award

Brenda L. Griffith (Virginia)
National Distinguished Service Award

Members of the Georgia Chapter received the National Government Relations Committee award.

Chapter Meritorious Award Winners

State	Name
Arizona	Ann Mason Gordon
Alaska	Lori C. Nickles-Berrigan
California	Katcha Mino
Colorado	Jonathan D. Bergstrom
Connecticut	Susan Forster
D.C.	Hattiejane Darracott
Florida	Diana L. Wassman
Georgia	Robert Allen Doyle
Hawaii	Olivia Nagashima
Idaho	Margaret Linda Smeltz
Illinois	Jane Neumann
Indiana	Margi Cangany-Lane
Iowa	Cindy L. Pancratz
Kansas	Peggy Smith
Kentucky	Megan E. Lavery
Louisiana	Ann Watkins
Maine	Marie Alice King-Hardman
Maryland	Bonnie Pavlak
Michigan	Scott D. Runyon
	Todd A. Simmons
Minnesota	Margaret E. Johnson
Mississippi	Robert M. Wilkins
Missouri	Fred M. Engel
Montana	Rachel Romanelli
Nevada	Karen L. Sartell
New Hampshire	Doreen N. Rossi
New Jersey	Denise A. Ostopo-Gliozzi
New Mexico	Melissa Epple
New York	Piper Lutbak
North Carolina	Debra L. Long
North Dakota	Lu Ann Hagel
Ohio	Ramona J. Chance
Oklahoma	Christopher D. Deery
Oregon	Tamara Marie Felix
Pennsylvania	Fe S. Tubio
Rhode Iland	Kelly LoGiudice
South Carolina	Darlene Bowen Harmon
South Dakota	Evelyn C. Conn
Texas	Gregory Donald Schroen
Utah	Pam E. Hanni
Vermont	Carol Kane Neilson
Virginia	Donald L. Pilch
Washington	Lori L. Bielinski
West Virginia	Dorothy Dolores Howell
Wisconsin	Judy Wu

Missed Out on Albuquerque in 2005? Then Plan on Atlanta This Fall!

Spend time with your colleagues October 11-14 at the Hilton Atlanta at the 2006 AMTA National Convention. There will be more continuing education opportunities for you to take advantage of and more products to explore in the always-expanding Exhibits Marketplace.

Check AMTA's website at www.amtamassage.org for more details regarding the 2006 convention in the coming weeks!

Consumers Are Looking for AMTA Members

Consumers are looking for AMTA massage therapists through *AMTA's Find a Massage Therapist®* national locator service. Your FREE practice listing could help new clients find you, but you must register to be listed.

Here are some quick reasons why you should enroll in AMTA's national locator service:

1. We actively promote this service to build preference for AMTA members all year long.
2. More than 300,000 have looked for AMTA massage therapists since March 2005.
3. It's free advertising.
4. You can update or remove your listing information any time you want.
5. Just one new client could pay for your AMTA membership for the year.

It's easy to sign up and takes just a few minutes with AMTA's online enrollment form at www.amtamassage.org/member/enroll1.html. Have your member ID and password (your last name) handy.

If you have any questions about the national locator service, please call our locator service operator at 888-THE-AMTA (843-2682).

Volunteer with AMTA in the New Year

If your New Year's resolution is to volunteer, then AMTA is the place to go! The Volunteer Center on the AMTA website includes the AMTA Volunteer Database, which allows you to fill out an online application for volunteering and to search available volunteer opportunities at the chapter and national levels. The database enables AMTA to better match volunteers with their stated interests, experience and available time commitment.

AMTA encourages all members to volunteer for AMTA in some way to experience the full benefit of AMTA membership. Volunteering provides opportunities for personal and professional growth, networking, to have an impact on your profession, and, most importantly fun!

"I have found the easiest way to get involved in any organization is to volunteer," says Josh Grant (CA). "The database is simple to use and allows for a tremendous amount of flexibility. It's highly efficient and certainly works to the benefit of both the volunteer and the coordinator."

Visit the AMTA Volunteer Center at www.amtamassage.org, log in to the Members Section and use the left navigation buttons to access "Volunteer Development Center." You can post a resume and/or search for an available volunteer opportunity.

If you have any questions, please contact Monica Love, volunteer development manager, at 877-905-2700, ext. 115, or mlove@amtamassage.org.

AMTA is Looking for Your PPS Ideas!

If you have an idea for a new or improved AMTA program, product or service (PPS), we want to hear from you! You can fill out a PPS New Idea Submission Form online by visiting www.amtamassage.org/survey/takesurvey.aspx?s=67, and clicking on "begin survey." Or, contact Marilyn Canna, product development program manager, at 877-905-2700, ext. 175, or mcanna@amtamassage.org.

NCBTMB Has Moved!

The National Certification Board for Therapeutic Massage and Bodywork recently relocated to the Chicagoland area. You can now reach them at:
1901 S. Meyers Rd
Suite 240
Oakbrook Terrace, IL 60181-5243

800-296-0664
630-627-8000
fax: 866-402-1890
www.ncbtmb.com

Massage Therapy Foundation Announces Fourth President

Diana Thompson has been elected the fourth President of the Massage Therapy Foundation. Thompson's term will begin March, 1, 2006.

Thompson has been a trustee of the foundation since March 2002 and has served as a vice president since March 1, 2005. She has been instrumental in moving significant projects forward, including the publication of the foundation's research curriculum guide for massage therapy schools and the development of a massage case study contest, a scholarship competition offered through massage therapy programs. Thompson also recently served as the chair of the Scientific Advisory Committee for the "Highlighting Massage Therapy in CAM Research," the foundation's first research conference held in Albuquerque, New Mexico, this past September.

Thompson replaces John Balletto (RI) , who served as president of the Massage Therapy Foundation for five years. Balletto has been reelected to the Board of Trustees and also will serve as Immediate Past President.

AMTA Chapters Step Forward Again

The Dollar-Per-Member Campaign, through which AMTA Chapters donate a "Dollar Per Member" toward the Massage Therapy Foundation's granting programs, is the backbone of the foundation's annual fundraising campaigns. In 2005, participating chapters raised more than $31,000. Many of the chapters have donated in excess of a $1 per member. The Foundation Board of Trustees would like to thank Maureen Moon (CO) and Kathleen Miller-Read (WA) who coordinated the 2005 annual campaign. For a list of participating chapters, visit www.massagetherapyfoundation.org/found_benefactors.html.

Research is Critical to Massage Profession

Attendees gather in Albuquerque to explore what research means to massage therapy

Nearly 180 attendees gathered in Albuquerque, New Mexico, in September to network with colleagues, attend poster sessions and participate in workshops to help them better understand how to conduct research. The Massage Therapy Foundation's *Highlighting Massage Therapy in CAM Research Conference* coincided with the AMTA National Convention and offered attendees a chance to attend early education sessions. It was the first conference of its kind held in the United States.

Two of those attendees traveled from Australia to better understand the role of research in massage therapy. "It was three days of excitement, bewilderment and was eye-opening—totally thrilling education," says Joel Morrell, president of the Association of Massage Therapists, LTD, Sydney, Australia. "In Australia, massage research is largely nonexistent outside of the elite sports field."

Workshops were packed as attendees chose from sessions about getting published in an academic journal and evaluating evidence to developing and applying protocols for research. The Massage Therapy Research Consortium also held a panel discussion about building a research program at schools.

"Having the opportunity to all be in the same room is what it's all about," Trish Dryden, the coordinator of the Centre for Applied Research at Centennial College in Toronto said in her keynote address. She reinforced the need for the massage therapy community to increase both its literacy and capacity for doing research.

Most massage therapists will not conduct research. But, all therapists need to understand enough to apply research to their practices.

"It's important to have an evidence base because that is what other health care professions will look for when using massage," says Richard Nahin, NCCAM's Senior Advisor for Scientific Coordination and Outreach. "As massage research progresses, results of those studies will be picked up by the media, and that will help guide consumers in the choices they make."

There are challenges for massage researchers. There are a limited number of CAM therapy scientists, it is hard to appeal to them, and few schools prepare massage therapists to be researchers. However, researchers must continue to work toward developing an evidence base for the profession.

"I came to learn, particularly the language of research," says Susan Davis, Morrell's colleague in Australia. "[At home I have generated] activity and I have already had an opportunity to do so at our state conference. I look forward to being someone who will foster not only the researchers to come, but those who will be better educated and more aware massage therapists in the future."

The Massage Therapy Foundation does not have another research conference scheduled at this time. But, the foundation is considering holding another because of the interest that this inaugural conference generated.

Buy Your Copy of Research Conference Abstracts Today!

The Massage Therapy Foundation is selling a CD-ROM featuring the abstracts and PowerPoint slides presented during the conference. For $50, you will receive the CD-ROM, which includes PowerPoint presentations and/or abstracts from 32 presenters during the three-day conference, as well as three presentations given during the AMTA National Convention. It also includes abstracts of the 22 Poster Presentations that were displayed at the research conference. For more information, visit www.massagetherapyfoundation.org/found_news.html, or contact Alison Pittas, research and programming coordinator at 847-905-1667.

education

2006 Calendar

January 19-21
AMTA Council of Schools Leadership Conference and Annual Meeting
Miami, FL
Contact:
877-905-2700, ext. 143
hstearns@amtamassage.org

March 4-5
AMTA Board of Directors Meeting
Chicago, IL
Contact:
877-905-2700, ext. 157
gmitchell@amtamassage.org

March 23-26
AMTA New England Regional Conference
Boxborough, MA
Contact:
401-233-8108

June 3
AMTA Board of Directors Meeting
Palm Springs, CA
Contact:
877-905-2700, ext. 157
gmitchell@amtamassage.org

July 6-9
Chapter Volunteer Orientation Program
Evanston, IL
Contact:
877-905-2700, ext. 156
abrady@amtamassage.org

October 10
AMTA Board of Directors Meeting
Atlanta, GA
Contact:
877-905-2700, ext. 157
gmitchell@amtamassage.org

October 11-14
AMTA 2006 National Convention
Atlanta, GA
Contact:
877-905-2700, ext. 143
hstearns@amtamassage.org

AMTA to Host Annual Leadership Conference in Miami

AMTA School owners and directors will meet at the InterContintental West Miami in Miami, Florida, January 19-21, 2006 to chart the course of the profession at the AMTA Council of Schools Leadership Conference and Annual Meeting. School owners will be given the opportunity to participate in a discussion about the state of schools and the profession, attend education sessions geared toward the massage school industry and network with vendors in the Exhibits Marketplace.

The education sessions offered at this year's conference include:

- "The Life Cycle of Schools and School Owners" by Robert K. King
- "Successful Negotiating Techniques for the Future" by Bob Berlin
- "The Essentials of Outcome-Based Massage Therapy Education" by Trish Dryden

Another reason to attend the conference? The average January temperature in Miami is 67.2 degrees!

All registrants who attend will receive a complimentary copy of Erik Dalton's book entitled, *Advanced Myoskeletal Techniques Manual* onsite, at the annual meeting. You must be present to receive your autographed copy.

Don't miss this great opportunity! To view the schedule and to register for the meeting, please visit www.amtamassage.org. For more information, please call 877-905-2700, ext. 143.

Reach Professional Excellence with AMTA's Center for Continuing Education

AMTA's new education center is now open! Visit www.amtamassage.org/cont_edu.html to check out how AMTA offers you a one-stop access to a variety of new and ongoing CE opportunities, including:

- New NCBTMB-approved online courses;
- New peer-reviewed library of materials at special member discounts;
- Links to all AMTA meetings and local Learn 'n Earn events.

In the Winter issue of *Massage Therapy Journal*, you received the first in what will be a series of CE opportunities available in each issue of *MTJ*.

Be sure to check your Spring 2006 issue for the next course about fibromyalgia, authored by Leon Chaitow. After you read the course in MTJ, head over to www.amtaonlinetraining.org to answer questions about the course where you can earn CE credit hours. Members only pay $12 per credit hour.

Check www.amtamassage.org for more details!

Upcoming Deadlines
January 15, 2006 – March/April 2006
March 1, 2006 – May/June 2006

Hands On welcomes contributions from AMTA members. All submissions must include must include contact information, and may be edited for space and clarification. *Hands On* does not accept advertisements. Address all correspondence to:

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